



# Ann Gowan-Smith Graphic Designer

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anngowansmith.com

## QUALIFICATIONS SUMMARY

Creative and talented graphic designer capable of producing innovative concepts and designs for a variety of visual communications projects. Able to initiate and complete effective design concepts with proven ability to adhere to deadlines and multitask.

## EDUCATION

2010-2013

### **Watkins College of Art, Design and Film**

Bachelor of Fine Arts - Graphic Design

Star Scholarship 2011-2012

Dean's List

GPA: 3.6

2003-2007

### **Middle Tennessee State University**

Bachelor of Science - Advertising

Minors in Marketing & Psychology

Parenté Scholarship: Excellence in Advertising: 2007

Student Ad Club 2006-2007

GPA: 3.85

## SKILLS AND INVOLVEMENT

Knowledgeable in Photoshop, Illustrator, InDesign, Dreamweaver, HTML, XHTML and CSS.

Skilled in bookbinding, hand lettering, & illustration.

Have applied skills in digital and film photography including shooting, photo editing and printing for personal use and freelance work.

Hatch Show Print Letterpress Workshop, 2012.

American Institute of Graphic Arts (AIGA)

Nashville Student Member 2013-2014.

Student Addy Award winner, 2014.

Volunteer design work for Crosspoint Church in Nashville, TN.

## WORK EXPERIENCE

2015-Present

### **Hester & Cook Design Group, Inc.,** *Graphic Design*

Create and produce artwork for product designs in the categories of stationery, kitchen papers and home goods.

Design custom art for clients and wholesale distributors such as Sur La Table, Crate & Barrel, De Gustibus NYC and Paper Source.

Design bi-annual wholesale catalog along with product sales sheets and frequent company collateral pieces.

Maintain a consistent relationship with local printing companies to ensure quality printing of new products, including file uploads, press checks, and print proofing.

Assist with email marketing campaigns to advertise new products, company sales, trade shows and more.

2013-2015

### **Events Nashville, LLC,** *Marketing & Design*

Managed social media marketing in order to gain exposure, keep current and acquire new leads.

Created and managed email marketing strategies to reach current and potential clients.

Maintained company websites by updating content, imagery and frequent blog posts.

Developed and implemented marketing strategies to gain a wider reach of potential clients for company's venues, Houston Station and The Ambrose House.

Sept 2013-Dec 2013

### **k2forma,** *Intern*

Learned printmaking techniques including silkscreen and letterpress printing from design to production.

Gained knowledge of printing equipment including Chandler & Price letterpress, Kelsey letterpress, and screenprinting press. Created both nonprofit and personal projects through acquired skills.

Assisted with the 2013 Nashville Print Crawl where attendees created a collective screenprinted poster by traveling to local print shops.

2005-2006

### **The Very Idea,** *Digital Printer / Sign Production*

Assisted in operation of digital printers and plotters using Corel Draw software to create custom signs for individuals and clients.

Implemented branding for clients by installing vinyl lettering on vehicles, windows, and buildings.